

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to **Mail Stop AF**, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: June 12, 2007

/Jessica Sexton/
Jessica Sexton

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): D. Maxwell Chickering *et al.*

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3639

Filing Date: December 8, 2000

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY
MAXIMIZING EXPECTED PROFIT INCREASES

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION DATED APRIL 12, 2007

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments.